

CONTRACT



WITI
9001 North Green Bay Road
Milwaukee, WI 53209-1297
(414)355-6666

Contract / Revision		Alt Order #
572743 /		09710611
<u>Product</u>		
NRSC 2012		
Contract Dates	Estimate #	
10/31/12 - 11/06/12		
Advertiser	Original Date / Revision	
National Republican Senate Committee	09/04/12 / 09/04/12	
Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	Account Executive	Sales Office
WITI	Trevor Heaton	Washington DC
<u>Special Handling</u>		
<u>Demographic</u>		
Adults 35+		
IDB#	Advertiser Code	Product Code
8201	6087	
Agency Ref	Advertiser Ref	

And:

Strategic Media Services, Inc
3299 K Street NW
Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Totals		
										Type	Spots	Amount
N 1 6		10/31/12	11/06/12	M-F 5a-530a	5a-530a		:30			NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/31/12	11/06/12	MTWTF--				5	\$225.00			
N 2 6		10/31/12	11/06/12	M-F 530a-6a	530a-6a		:30			NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/31/12	11/06/12	MTWTF--				5	\$350.00			
N 3 6		10/31/12	11/06/12	M-F 6a-630a	6a-630a		:30			NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/31/12	11/06/12	MTWTF--				2	\$550.00			
N 4 6		10/31/12	11/06/12	M-F 630a-7a	630a-7a		:30			NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/31/12	11/06/12	MTWTF--				4	\$550.00			
N 5 6		10/31/12	11/06/12	M-F 7a-730a	7a-730a		:30			NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/31/12	11/06/12	MTWTF--				3	\$650.00			
N 6 6		10/31/12	11/06/12	M-F 730a-8a	730a-8a		:30			NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/31/12	11/06/12	MTWTF--				3	\$650.00			
N 7 6		10/31/12	11/06/12	M-F 8a-830a	8a-830a		:30			NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/31/12	11/06/12	MTWTF--				3	\$550.00			
N 8 6		10/31/12	11/06/12	M-F 830a-9a	830a-9a		:30			NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/31/12	11/06/12	MTWTF--				4	\$550.00			
N 9 6		10/31/12	11/06/12	M-F 9a-930a	9a-930a		:30			NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/31/12	11/06/12	MTWTF--				5	\$300.00			
N 10 6		10/31/12	11/06/12	M-F 930a-10a	930a-10a		:30			NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/31/12	11/06/12	MTWTF--				5	\$300.00			
N 11 6		10/31/12	11/05/12	M-F 11a-1130a FOX 6	11a-1130a		:30			NM	2	\$630.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/31/12	11/06/12	M-WTF--				2	\$315.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Advertiser		
National Republican Seni		
Original Date / Revision		
09/04/12 / 09/04/12		

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										Type	Spots
		Start Date	End Date	Weekdays							Amount
N 12 6		10/31/12	11/05/12	M-F 1130a-12p FOX 6	1130a-12p		:30			NM	2 \$630.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
Week:	10/31/12	11/06/12	M-WTF--					2	\$315.00		
N 13 6		10/31/12	11/05/12	M-F 4p-430p	4p-430p		:30			NM	3 \$1,005.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
Week:	10/31/12	11/06/12	M-WTF--					3	\$335.00		
N 14 6		10/31/12	11/05/12	M-F 430p-5p	430p-5p		:30			NM	2 \$670.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
Week:	10/31/12	11/06/12	M-WTF--					2	\$335.00		
N 15 6		10/31/12	11/05/12	M-F 5p-530p	5p-530p		:30			NM	4 \$1,740.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
Week:	10/31/12	11/06/12	M-WTF--					4	\$435.00		
N 16 6		10/31/12	11/05/12	M-F 530p-6p	530p-6p		:30			NM	4 \$1,740.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
Week:	10/31/12	11/06/12	M-WTF--					4	\$435.00		
N 17 6		10/31/12	11/05/12	M-F 6p-630p	6p-630p		:30			NM	4 \$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
Week:	10/31/12	11/06/12	M-WTF--					4	\$500.00		
N 18 6		10/31/12	11/05/12	M-F 630p-7p	630p-7p		:30			NM	4 \$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
Week:	10/31/12	11/06/12	M-WTF--					4	\$500.00		
N 19 6		10/31/12	11/05/12	M-F 9-930p	9p-930p		:30			NM	3 \$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
Week:	10/31/12	11/06/12	M-WTF--					3	\$1,100.00		
N 20 6		10/31/12	11/05/12	M-F 930-10p	930p-10p		:30			NM	2 \$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
Week:	10/31/12	11/06/12	M-WTF--					2	\$1,000.00		
N 21 6		10/31/12	11/05/12	M-F 10p-1035p	10p-1035p		:30			NM	3 \$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
Week:	10/31/12	11/06/12	M-WTF--					3	\$1,000.00		
N 22 6		11/03/12	11/03/12	Sa 7a-9a	7a-9a		:30			NM	1 \$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
Week:	10/29/12	11/04/12	-----S-					1	\$450.00		
N 23 6		11/03/12	11/03/12	College Football on	various		:30			NM	1 \$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
Week:	10/29/12	11/04/12	-----S-					1	\$2,000.00		
N 24 6		11/03/12	11/03/12	Sa 930p-10p	930p-10p		:30			NM	1 \$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
Week:	10/29/12	11/04/12	-----S-					1	\$1,000.00		
N 25 6		11/04/12	11/04/12	Su 7a-9a	7a-9a		:30			NM	1 \$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
Week:	10/29/12	11/04/12	-----S					1	\$450.00		
N 26 6		11/04/12	11/04/12	FOX News Sunday	9a-10a		:30			NM	1 \$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
Week:	10/29/12	11/04/12	-----S					1	\$250.00		
N 27 6		11/04/12	11/04/12	NFL on FOX Pregame	various		:30			NM	1 \$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>							
Week:	10/29/12	11/04/12	-----S					1	\$2,000.00		
N 28 6		11/04/12	11/04/12	GB Packers Football	various		:30			NM	1 \$23,500.00

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Advertiser National Republican Sen		Original Date / Revision 09/04/12 / 09/04/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Totals		
										Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/29/12	11/04/12	-----S				1	\$23,500.00			
N 29	6	11/04/12	11/04/12	Su 5p News	5-6p		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/29/12	11/04/12	-----S				1	\$600.00			
N 30	6	11/04/12	11/04/12	Su 930p-10p	930p-10p		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/29/12	11/04/12	-----S				1	\$1,000.00			
N 31	6	11/04/12	11/04/12	Su 10p-1035p	10p-1035p		:30			NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/29/12	11/04/12	-----S				1	\$1,400.00			
										Totals	82	\$68,290.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	82	\$68,290.00	\$58,046.50
Totals	82	\$68,290.00	\$58,046.50

Signature: _____ Date: _____

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